WHAT IS CLAIMED IS:

1. For use with a computer network, a media and advertisement player, comprising:

a media player that receives media from a remote system via said computer network and plays said media in response to customer requests;

an advertisement player that receives advertisements and a corresponding advertising schedule from said remote system via said computer network and plays said advertisements according to said advertising schedule; and

a tracking subsystem that generates as-run logs containing records of a playing of said media and said advertisements and transmits said as-run logs to said remote system via said computer network.

2. The player as recited in Claim 1 further comprising a display that presents a graphical user interface.

3. The player as recited in Claim 2 wherein said graphical user interface has a skin that is received from said remote system via said computer network.

4. The player as recited in Claim 2 wherein said display is

2   touch-sensitive.

5.   The player as recited in Claim 1 wherein said advertising
2   schedule is dependent upon plays of said media.

6.   The player as recited in Claim 1 further comprising a
2   personal computer, said media and said advertisements being stored
3   on a hard disk drive of said personal computer.

7.   The player as recited in Claim 1 wherein said computer
2   network is the Internet.

8. A method of manufacturing a media and advertisement player, comprising:

providing a media player subsystem that receives media from a remote system via said computer network and plays said media in response to customer requests;

providing an advertisement player subsystem that receives advertisements and a corresponding advertising schedule from said remote system via said computer network and plays said advertisements according to said advertising schedule; and

providing a tracking subsystem that generates as-run logs containing records of a playing of said media and said advertisements and transmits said as-run logs to said remote system via said computer network.

9. The method as recited in Claim 8 wherein said media player subsystem and said advertisement player subsystem employ a display that presents a graphical user interface.

10. The method as recited in Claim 9 wherein said graphical user interface has a skin that is received from said remote system via said computer network.

11. The method as recited in Claim 9 wherein said display is touch-sensitive.

12.   The method as recited in Claim 8 wherein said advertising
2   schedule is dependent upon plays of said media.

13.   The method as recited in Claim 8 further comprising
2   providing a personal computer, said media and said advertisements
3   being storable on a hard disk drive of said personal computer.

14.   The method as recited in Claim 8 wherein said computer
2   network is the Internet.

15. For use with a computer network, a method of playing

2   media and advertisements and reporting the playing of the media and

3   advertisements to a remote system, comprising:

4   receiving media from a remote system via a computer network;

5   receiving advertisements and a corresponding advertising

6   schedule from said remote system via said computer network;

7   playing said media in response to customer requests;

8   playing said advertisements according to said advertising

9   schedule;

10   generating as-run logs containing records of a playing of said

11   media and said advertisements; and

12   transmitting said as-run logs to said remote system via a

13   computer network.

16. The method as recited in Claim 15 wherein said customer

requests are received via a graphical user interface on a display.

17. The method as recited in Claim 16 wherein said graphical

2   user interface has a skin, said method further comprising receiving

3   said skin from said remote system via a computer network.

18. The method as recited in Claim 16 wherein said display is

2   touch-sensitive.

19. The method as recited in Claim 15 wherein said
2   advertising schedule is dependent upon plays of said media.

20. The method as recited in Claim 15 further comprising
2   storing said media and said advertisements on a hard disk drive of
3   a personal computer.

21. The method as recited in Claim 15 wherein said computer
2   network is the Internet.